

CAI  
RT  
-70C57

Government  
Publications



3 1761 11709178 5

Comments on the renewal of  
licences of the CBC and CTV  
networks and general comments  
on Canadian Broadcasting  
submitted by ...







COMMENTS ON THE  
RENEWAL OF LICENCES  
OF THE  
CBC AND CTV NETWORKS  
AND  
GENERAL COMMENTS ON CANADIAN BROADCASTING

SUBMITTED BY

Association des Réalistes  
Association des Réalistes de la Radio  
Canadian Union of Public Employees  
Association of Radio & Television Employees of Canada (CUPE)



COMMENTS IN THE

REMARKS OF THE

OF THE

CEO AND CTO NETWORKS

ANT

GENERAL COMMENT ON THE PROPOSAL

SUBMITTED BY

Association of British  
Association of British  
General Union of British Employees  
Association of British Employees of General (CJPE)

(1) The Association des Réalisateur's is an Association representing television producers in Montréal, Halifax, Winnipeg, Edmonton, Québec, Ottawa, St. John's, Corner Brook and Vancouver. The Association des Réalisateur's de la Radio represents producers in CBC radio in Montréal, Québec City and Chicoutimi. The Canadian Union of Public Employees represents the television production employees of the CBC in production centres across the country. The Association of Radio and Television Employees of Canada (CUPE) represents announcers, clerical, sales and public relations staff of the CBC, as well as its International Service.

(2) The Unions listed above wish to present their views to the Canadian Radio-Television Commission at the time of the renewal of the network licences, having in mind the statements of the Commission recently made on Canadian content and other regulations. The National Association of Broadcast Employees





and Technicians has indicated its support for this Brief and will have sent a letter to your Commission indicating this fact.

- (3) The Commission will be aware that the above Unions represent a large number of employees in the industry, as well as members who are part of the potential audience for Canadian programming.
- (4) We support the requirement of a 60% Canadian content rule which has been laid down, and we would place particular stress on the need for a large proportion of this Canadian content to be shown at prime times. Up to now too much of the programming eligible for Canadian content has been shown in the early and late hours and in the so-called "ghetto" times.
- (5) We would point out to the Commission that the CBC is adversely affected in carrying out its mandate because of the austerity budget which has been imposed on it by the Federal Government. The figure of





\$166 million has been allocated for the fiscal year which ended on March 31, 1970. It is also the Government's intention to impose basically the same figure on the Corporation for 1970-71. It is our view that if the normal growth of costs operates in the CBC as it does in any other organization, it will inevitably mean continuing cuts being made in programming at a time when exactly the opposite policy should be followed. We would also observe that as organizations representing employees in collective bargaining, we are placed in the impossible position of seeking increases in salary which are necessary for our members to maintain and improve their living standards, while at the same time knowing that the Corporation has had limits placed on it by the Treasury Board. The CBC is now projecting a five-year budget program under a new administrative system (P.P.B.C.). In our view the effectiveness of this new system is limited by the fact that Parliament continues to allocate funds on an annual basis. In our view the CBC should be allowed

2166 million has been allocated for the fiscal year  
which ended on March 31, 1970. It is also the  
Government's intention to increase basically the same  
figure on the Commission for 1970-71. It is our  
view that if the normal growth of some agencies is  
the CBC as it does in any other organization. It  
will inevitably mean continuing our being made in  
programing at a time when exactly the opposite  
policy should be followed. We would also observe  
that as organizations representing employees in  
collective bargaining, we are placed in the impossible  
position of seeking increases in salary which are  
inadequate to maintain and improve  
their living standards, while at the same time know-  
ing that the Commission has had limits placed on it  
by the Treasury Board. The CBC is now prepa-  
ring a five-year budget program under a new admin-  
istrative system (F.D.C.). In our view the  
attachment of this new system is limited by the  
fact that the Commission continues to allocate funds on an  
annual basis. In our view the CBC should be allowed  
to operate on a five-year basis.



to plan ahead on both capital and current expenditures and this would require the granting of public funds in advance over a five-year period.

- (6) We recognize that in any organization certain waste can be eliminated and all the signatories of this Brief are working to ensure that these economies are made. However, the type of austerity budgeting, which is now in vogue, in our experience, inevitably means a lowering in the standard of Canadian programming which we think is working against the policy of the Canadian Radio-Television Commission, namely, the encouraging of Canadian programming, as well as improved standards of Canadian programming.
- (7) In passing, we would mention the demise of the "CBC Times" which was the valuable weekly program news of CBC English language programs. This publication enabled advance notice to be given of programs which normally would not receive the attention of the media, and particularly the radio and television critics of large dailies. It is our view that this type of austerity





measure is against the best interests of maintaining and expanding Canadian programming. (We would say that the substitute publication put out by the CBC is quite inadequate.)

(8) We are also concerned about the impact on both the public and private networks of a Canadian content rule, unless something is done about encouraging a higher standard of programming. It will not be in the interests of the Canadian public and would not be what the Commission wants if Canadian programs are of poor quality and, therefore, there is a falling audience for Canadian programming. In our view, the Canadian programs should include a proportion of experimental and minority programming, as well as popular programming, as this is the only way to combat the wasteland of situation comedies which clutter the American networks.

(9) In our view there is a tendency for both private and public networks to be oriented in their thinking towards the large metropolitan centres where the big advertising markets are. This tendency has two





results. Firstly, talent of all kinds is drawn away from regional locations such as Halifax, Québec, Winnipeg and Vancouver towards Montréal and Toronto. The second effect is that there is a completely inadequate service of regional programming outside of the Toronto and Montréal Metropolitan areas and, therefore, a lack of programs which are of interest to the viewers and listeners in different parts of Canada.

- (10) In our view, both the public and private networks have an obligation to promote Canadian cultural activities of all kinds. These include, particularly, orchestras, opera, ballet, theatre, etc. The CBC has already done much in this area and some orchestral groups would not be able to survive without the support they receive from the CBC. We are afraid, however, that continuing austerity, both at the CBC and at the Canada Council, will result in a serious loss of grants in these areas which will do permanent damage to Canadian groups, such as the





Toronto, Halifax and Montréal Symphonies, the Canadian Opera Company, the Winnipeg Ballet and the Grands Ballets Canadiens. Here again we think it is important for Canada that regional artistic and cultural groups should flourish and that there should be a pool of talent in the various production centres. The development of such talent ties in directly with comments that we have made earlier in this Brief on regional programming.

- (11) The main area of Canadian programming in sport has been the professional games, particularly hockey and Canadian football, although the advent of major league baseball in Montréal has added a third sport to the networks. However, if support is to be given to the program of encouraging the participation in amateur sport, which is the objective of the Federal Ministry of Health and Welfare, then it is our view that coverage should be given to athletic meets, winter and summer games, and other events which are purely of a Canadian character. The



development of this type of coverage would in turn, in our view, be a real encouragement to participation in sport by people of all ages and, particularly, the younger generation. We know that there is certain coverage of this type of sporting event on all networks. However, we ask in view of the financial restrictions whether they will be able to continue to provide this important coverage.

- (12) We would stress that at the present time there are on the English and French networks of the CBC effective and high quality production teams in all areas of Canadian programming. If the cultural austerity program of the Federal Government continues much longer, there is a real danger that these people will be lost to American and European broadcasting organizations. Even if these people stay in Canada there is an inevitable loss of morale if the amount of Canadian programming is not sufficient.





- (13) We are very much concerned that cablevision licencing has been almost entirely in the area of private profit-making enterprise, rather than co-operative or municipal ownership. In our view, cablevision should be regarded as a utility along the lines of the other services, such as water and electricity, and should be under public ownership. In any event, we think that the CBC should be encouraged to have its own cablevision facilities, at least in the major population centres.
- (14) There has been good work done in the area of news and public affairs by the CBC over the years, and by the CTV on a limited basis in recent years. Limitations of budget and of air time have not always in our view allowed for sufficient depth in the content of news and public affairs programming. Good work has been done in some areas but there needs to be larger allocations of resources if the Canadian public is to get the kind of coverage that is needed for public affairs in a democratic society. Here again the





budgeting provisions are inadequate, and while it cannot be expected for Canadian networks to match the expenditures of the main networks in the U.S., we feel that great stress should be put on the depth of television news coverage in view of the impact that the television news media now has on public opinion.

(15) It is our understanding that within the CBC there will be an expansion of A.M. and F.M. radio stations as well as English and French television coverage across Canada. With a fixed budget this inevitably means cuts elsewhere and particularly in programming. This in turn could have an adverse effect on Canadian content.

(16) We hope that the above views will be of value to the Canadian Radio-Television Commission in considering the renewal of the network licences. We wish to make it clear that while we have made some critical comments in this Brief, we do not



oppose the renewal of the network licences, but rather would wish the CRTC to lay down some strict conditions to these renewals. We would like also to indicate strong support for the new 60% Canadian content rules which we think are vital for the survival of Canadian radio and television.

We are prepared to attend at the sessions in Ottawa and verbally enlarge on our comments, as well as to answer any questions.

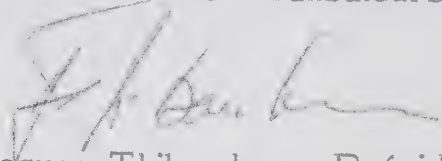
All of which is respectfully submitted ...







Jean-Paul Fugère, Président/President,  
Association des Réalisateurs.



Jacques Thibaudeau, Président/President,  
Association des Réalisateurs de la Radio.



Francis K. Eady, Executive Assistant to the President/  
Adjoint du président,  
Canadian Union of Public Employees,  
Syndicat canadien de la fonction publique.



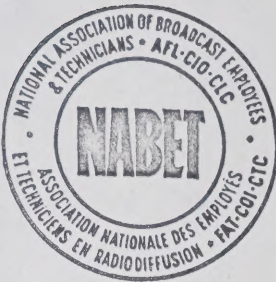
John C. Ward, Executive Vice-President/  
Vice-président exécutif,  
Association of Radio & Television Employees of Canada (CUPE).  
L'Association des employés de radio et télévision du Canada (SCFP)

opeiu # 225  
uiepb # 225

March 1970  
Mars 1970







#01  
#03-07

NE: 364-5185

TORONTO OFFICE  
105 CARLTON ST., SUITE 31  
TORONTO 2, CANADA

March 25, 1970.

Mr. F. K. Foster,  
Secretary,  
Canadian Radio-Television Commission,  
100 Metcalfe Street,  
Ottawa, Ontario.

Dear Mr. Foster:

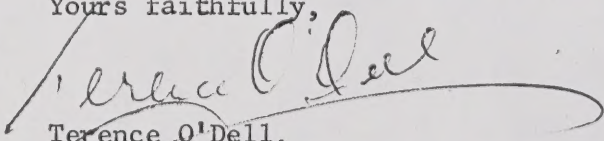
This letter is further to our Brief recently submitted under the title "Comments on the License Renewals of CBC and CTV Networks and Programming in Canadian Broadcasting in General".

We wish to advise you that the National Association of Broadcast Employees and Technicians supports and endorses the views expressed in paragraphs 5, 6, 9 and 12 of the Brief headed "Comments on the Renewal of Licenses of the CBC and CTV Networks and General Comments on Canadian Broadcasting" which was, or is to be, submitted by the following:

Association des Realisateurs  
Association des Realisateurs de la Radio  
Canadian Union of Public Employees  
Association of Radio and Television Employees of Canada (CUPE)

We send you 21 copies of this letter to provide 20 in accordance with the Rules for briefs and an additional one for your general use.

Yours faithfully,

  
Terence O'Dell,  
INTERNATIONAL REPRESENTATIVE.

TO'D:ds  
opeiu/343  
encs.

c.c. R. J. Pambrun  
J. Papa  
R.V.P.'s 6,7,8,9  
R.D. 6  
R. Bouchard









